

**Alchemy.ai's IAB++ Taxonomy** extends the standard Interactive Advertising Bureau Quality Assurance Guidelines to over 1000 categories for superior audience targeting and information routing. This taxonomy defines contextual content categories for up to 5 different tiers. The first tier is a broad level category commonly used as a targeting depth for either category/portal, site section or page. Tier 2 categories and greater are additional categories nested under Tier 1 categories.

## art and entertainment

❖ books and literature
➢ best-sellers
➢ children's books
➢ e-books
➢ fan fiction
➢ magazines
➢ mythology
➢ non-fiction
➢ poetry
➢ reference books
➢ romance novels
➢ science fiction
➢ textbooks
❖ celebrity fan and gossip
❖ comics and animation
➢ anime and manga
➢ cartoons
➢ comics
❖ dance
➢ ballet
➢ ballroom dance
➢ belly dance
➢ modern dance
➢ pole dancing
❖ humor
❖ movies
➢ film festivals and awards
❖ movies and tv
➢ action
➢ animated
➢ bollywood
➢ children's
➢ classics
▪ silent films
➢ comedies
➢ cult classics
➢ documentaries
➢ dramas
➢ horror
➢ independent
➢ movies
▪ reviews
▪ trailers
➢ reality
➢ romantic comedies
➢ talk shows
➢ television
➢ thrillers
➢ westerns
❖ music
➢ music genres
▪ blues
▪ classical music
▪ country music

▪ easy listening
▪ electronic music
▪ folk music
▪ hip hop
▪ jazz
▪ opera
▪ pop music
▪ punk
▪ religious music
▪ rock music
▪ ska
▪ soul music
▪ soundtracks
▪ world music
➢ music reference
▪ music composition and theory
▪ sheet music
➢ musical instruments
▪ drums
▪ guitars
▪ pianos
➢ recording industry
▪ music awards
▪ record labels
➢ singing
❖ radio
➢ podcasts
➢ radio programs
➢ talk radio
❖ shows and events
➢ beauty contest
➢ circus
➢ classical concert
➢ concert
➢ conference
➢ exhibition
➢ fair
➢ festival
➢ sports event
❖ theatre
➢ theatre awards
➢ theatre companies
❖ visual art and design
➢ architecture
➢ art and craft supplies
➢ art museums and galleries
➢ arts education
➢ design
▪ graphic design
▪ industrial and product design
▪ interior design
➢ digital art
➢ drawing

➢ painting
➢ performance art
➢ restoration
➢ sculpture

## automotive and vehicles

❖ auto parts
❖ auto repair
❖ bicycles and accessories
➢ mountain bikes
❖ boats and watercraft
❖ buying and selling cars
❖ campers and rvs
❖ cars
➢ car culture
➢ car industry
➢ convertible
➢ coupe
➢ crossover
➢ diesel
➢ hatchback
➢ hybrid
➢ luxury
➢ performance vehicles
➢ sedan
➢ vintage cars
➢ wagon
❖ certified pre-owned
❖ commercial vehicles
❖ electric vehicles
❖ minivan
❖ motor shows
❖ motorcycles
❖ off-road vehicles
❖ road-side assistance
❖ scooters and mopeds
❖ trucks and suvs
➢ pickup trucks
➢ suvs
➢ truck accessories
❖ vehicle brands
➢ acura
➢ alfa romeo
➢ audi
➢ bentley
➢ buick
➢ cadillac
➢ chevrolet
➢ chrysler
➢ ferrari
➢ fiat
➢ ford
➢ honda
➢ hyundai

➤ isuzu
➤ jeep
➤ kia
➤ lamborghini
➤ land rover
➤ maserati
➤ mazda
➤ Mercedes-benz
➤ mitsubishi
➤ nissan
▪ infiniti
➤ peugeot
➤ pontiac
➤ porsche
➤ rolls-royce
➤ saab
➤ scion
➤ subaru
➤ suzuki
➤ toyota
➤ volkswagen
❖ vehicle rental

business and industrial
❖ advertising and marketing
➤ advertising
➤ brand management
➤ marketing
➤ public relations
➤ telemarketing
❖ aerospace and defense
➤ defense industry
➤ space technology
❖ agriculture and forestry
➤ agriculture
➤ aquaculture
➤ crops and seed
➤ farms and ranches
➤ food production
➤ forestry
➤ horticulture
➤ livestock
➤ organic farming
❖ automation
➤ robotics
❖ biomedical
❖ business news
❖ business operations
➤ business plans
➤ human resources
▪ compensation and benefits
▪ payroll services
➤ management
▪ business process

▪ project management
▪ supply chain management
❖ business software
❖ chemicals industry
➤ adhesives
➤ cleaning agents
➤ dyes and pigments
➤ plastics and polymers
❖ company
➤ annual report
➤ bankruptcy
➤ earnings
➤ joint venture
➤ merger and acquisition
❖ construction
❖ energy
➤ coal
➤ electricity
➤ natural gas
➤ nuclear power
▪ nuclear accident
➤ oil
▪ diesel fuel
▪ oil and gas prices
▪ oil company
➤ renewable energy
▪ biofuel
▪ fuel cell
▪ geothermal energy
▪ hydroelectric energy
▪ solar energy
▪ wind energy
❖ fashion industry
❖ food industry
❖ green solutions
❖ hospitality industry
➤ event planning
➤ food service
❖ iron and steel industry
❖ logistics
➤ air freight
➤ freight train
❖ manufacturing
❖ metals
❖ mining industry
❖ paper industry
❖ pharmaceutical industry
❖ publishing
❖ record company
❖ shipbuilding
❖ tanning
❖ textile industry
❖ war industry
➤ weaponry

careers
❖ career advice
❖ career planning
❖ job fairs
❖ job search
❖ nursing
❖ resume writing and advice
❖ telecommuting
❖ u.s. military

education
❖ adult education
❖ alumni and reunions
❖ art history
❖ distance learning
❖ english as a second language
❖ grade school
❖ graduate school
➤ college
➤ college administration
➤ college life
❖ high school
❖ homeschooling
❖ homework and study tips
❖ language learning
❖ school
➤ private school
❖ special education
❖ studying business
❖ teaching and classroom resources
➤ lesson plans
➤ school supplies

family and parenting
❖ adoption
❖ babies and toddlers
➤ baby clothes
➤ baby food
❖ children
➤ daycare and preschool
❖ eldercare
❖ motherhood
➤ artificial insemination
➤ pregnancy
❖ parenting teens
❖ special needs kids

finance	
❖	accounting and auditing
➤	billing and invoicing
➤	bookkeeping
➤	tax preparation and planning
❖	bank
➤	atms
➤	bank account
➤	checks
❖	financial news
❖	grants, scholarships and financial aid
➤	financial aid
➤	government grants
➤	scholarships
❖	investing
➤	beginning investing
➤	brokerages
➤	day trading
➤	funds
▪	exchange traded funds
▪	hedge fund
▪	mutual funds
➤	futures trading
➤	options
➤	portfolio
➤	stocks
➤	venture capital
❖	personal finance
➤	debt management
➤	financial planning
▪	asset and portfolio management
▪	estate planning
▪	retirement and pension
➤	insurance
▪	car insurance
▪	health insurance
▪	homeowners insurance
▪	life insurance
▪	travel insurance
▪	vehicle insurance
➤	lending
▪	credit cards
▪	home financing
▪	personal loans
▪	student loans
▪	vehicle financing
➤	saving

food and drink	
❖	barbecues and grilling
❖	beverages
➤	alcoholic beverages

▪	cocktails and beer
▪	wine
➤	non alcoholic beverages
▪	bottled water
▪	coffee and tea
▪	soft drinks
❖	cuisines
➤	american cuisine
➤	chinese cuisine
➤	french cuisine
➤	indian cuisine
➤	italian cuisine
➤	japanese cuisine
➤	mexican cuisine
➤	regional cuisine
❖	desserts and baking
❖	dining out
❖	food
➤	baked goods
➤	breakfast foods
➤	candy and sweets
➤	condiments and dressings
➤	fast food
➤	frozen food
➤	fruits and vegetables
➤	grains and pasta
➤	herbs and spices
➤	salads
➤	snack foods
❖	food allergies
❖	food and grocery retailers
➤	bakeries
➤	butchers
➤	convenience stores
➤	grocery stores
❖	gastronomy
➤	slow food
❖	health and lowfat cooking
❖	healthy eating
❖	kosher food
❖	vegan
❖	vegetarian

health and fitness	
❖	addiction
➤	alcoholism
➤	smoking addiction
➤	substance abuse
➤	alcoholism
❖	aging
❖	alternative medicine
➤	herbs for health
➤	holistic healing
➤	homeopathy

➤	herbs for health
❖	dental care
❖	disease
➤	aids and hiv
➤	allergies
➤	arthritis
➤	asthma
➤	autism and pdd
➤	cancer
▪	brain tumor
➤	cholesterol
➤	chronic fatigue syndrome
➤	chronic pain
➤	cold and flu
➤	deafness
➤	diabetes
➤	epidemic
➤	epilepsy
➤	gerd and acid reflux
➤	headaches and migraines
➤	heart disease
➤	ibs and crohn's disease
➤	incontinence
➤	infertility
➤	thyroid disease
❖	disorders
➤	mental disorder
▪	a.d.d.
▪	bipolar disorder
▪	depression
▪	panic and anxiety
➤	sleep disorders
❖	drugs
❖	exercise
❖	incest and abuse support
❖	men's health
❖	nutrition
❖	sexuality
❖	sports medicine
❖	therapy
➤	physical therapy
❖	weight loss
❖	women's health

hobbies and interests	
❖	art and technology
❖	arts and crafts
➤	beadwork
➤	candle and soap making
➤	crochet
➤	jewelry making
➤	knitting
➤	photography
➤	pottery
➤	watchmaking
➤	woodworking
❖	astrology
❖	birdwatching
❖	cigars
❖	collecting
➤	stamps and coins
❖	games
➤	board games and puzzles
➤	card games
➤	chess
➤	gambling
➤	lottery
➤	role playing games
➤	video and computer games
❖	getting published
➤	freelance writing
➤	screenwriting
❖	guitar
❖	home recording
❖	inventors and patents
❖	magic and illusion
❖	needlework
❖	paranormal phenomena
➤	occult
➤	parapsychology
❖	reading
❖	scrapbooking

home and garden	
❖	appliances
➤	dishwashers
➤	microwaves
➤	refrigerators and freezers
➤	small appliances
▪	blenders
▪	coffee maker
▪	food processors
▪	toasters and toaster ovens
❖	stoves
❖	bed and bath
➤	bathroom
➤	bedroom

▪	bedding and bed linens
▪	beds and headboards
▪	mattresses
❖	environmental safety
❖	gardening and landscaping
➤	gardening
➤	landscaping
➤	yard and patio
❖	home furnishings
➤	lamps and lighting
➤	rugs and carpets
➤	sofas and chairs
❖	home improvement and repair
➤	house painting and finishing
➤	locks and locksmiths
➤	plumbing
➤	power tools
➤	roofing
❖	interior decorating
❖	laundry
❖	luxury homes
❖	nursery and playroom
❖	pest control
❖	remodeling and construction

law, govt and politics	
❖	armed forces
➤	air force
➤	army
➤	marines
➤	navy
➤	veterans
❖	commentary
❖	espionage and intelligence
➤	secret service
➤	surveillance
➤	terrorism
❖	government
➤	courts and judiciary
➤	embassies and consulates
➤	executive branch
➤	government agencies
➤	government contracting and procurement
➤	heads of state
➤	legislative
➤	parliament
➤	state and local government
❖	immigration
❖	law enforcement
➤	coast guard
➤	fire department
➤	highway patrol
➤	police
❖	legal issues

➤	civil law
▪	copyright
➤	civil rights
▪	privacy
➤	criminal law
➤	death penalty
➤	human rights
➤	international law
➤	legislation
▪	building laws
▪	education laws
▪	family laws
▪	health care laws
▪	immigration laws
▪	tax laws
❖	politics
➤	domestic policy
➤	elections
▪	local elections
▪	presidential elections
▪	referendums
➤	foreign policy
➤	lobbying
➤	political parties

news	
❖	international news
❖	local news
❖	national news

pets	
❖	animal welfare
❖	aquariums
❖	birds
❖	cats
❖	dogs
❖	large animals
❖	reptiles
❖	zoo

real estate	
❖	apartments
❖	architects
❖	buying and selling homes
❖	low income housing

religion and spirituality	
❖	alternative religions
➤	pagan and wiccan
❖	atheism and agnosticism
❖	buddhism
❖	christianity
➤	catholicism
➤	latter-day saints
➤	orthodoxy
➤	protestantism
❖	hinduism
❖	islam
➤	islamic fundamentalism
❖	judaism

science	
❖	biology
➤	biotechnology
➤	botany
➤	breeding
➤	cytology
➤	marine biology
➤	molecular biology
➤	zoology
▪	endangered species
▪	entomology
▪	ornithology
❖	chemistry
➤	organic chemistry
❖	computer science
➤	artificial intelligence
➤	cryptography
➤	distributed systems
➤	information science
➤	software engineering
❖	ecology
➤	environmental disaster
➤	pollution
➤	waste management
▪	recycling
▪	waste disposal
❖	engineering
❖	geography
➤	cartography
➤	topography
❖	geology
➤	mineralogy
➤	seismology
▪	earthquakes
➤	volcanology
▪	volcanic eruptions
❖	mathematics
➤	algebra
➤	arithmetic

➤	geometry
➤	statistics
❖	medicine
➤	cardiology
➤	dermatology
➤	embryology
➤	genetics
➤	immunology
➤	medical research
➤	oncology
➤	orthopedics
➤	pediatrics
➤	pharmacology
➤	physiology
➤	psychology and psychiatry
▪	psychoanalysis
➤	surgery
▪	cosmetic surgery
▪	transplants
➤	veterinary medicine
❖	physics
➤	atomic physics
➤	astrophysics
➤	electromagnetism
➤	hydraulics
➤	nanotechnology
➤	optics
➤	space and astronomy
➤	thermodynamics
❖	social science
➤	anthropology
➤	history
▪	ancient history
▪	archaeology
▪	genealogy
▪	heraldry
▪	medieval history
▪	modern history
▪	prehistory
➤	linguistics
▪	translation
➤	pedagogy
➤	philosophy
▪	ethics
➤	sociology
❖	weather
➤	meteorological disaster
▪	flood
▪	hurricane
▪	tornado

shopping	
❖	auctions
❖	classifieds

❖	gifts
➤	flowers
➤	greeting cards
➤	party supplies
❖	resources
➤	comparisons engines
➤	consumer protection
➤	contests and freebies
➤	coupons
➤	loyalty programs
➤	product reviews
➤	warranties and service contracts
❖	retail
➤	department stores
➤	online stores
➤	outlet stores
➤	second-hand market
➤	wholesalers
❖	toys
➤	action figures
➤	dolls
➤	puppets
➤	stuffed animals

society
❖ crime
➤ drug trafficking
➤ organized crime
➤ personal offense
▪ assault
▪ hate crime
▪ homicide
▪ human trafficking
▪ kidnapping
▪ torture
➤ property crime
▪ arson
▪ bribery
▪ burglary
▪ embezzlement
▪ fraud
▪ larceny
▪ piracy
▪ robbery
▪ smuggling
▪ usury
➤ sexual offence
▪ paedophilia
▪ prostitution
❖ rape
❖ dating
❖ gay life
❖ racism
❖ senior living
❖ sex
➤ pornography
➤ sex education
❖ social institution
➤ divorce
➤ marriage
▪ common law marriage
▪ weddings
❖ teens
❖ unrest and war
❖ welfare
➤ healthcare
▪ hospital
➤ social services
▪ volunteering
❖ work
➤ contracts
➤ retirement
➤ unemployment
➤ unions

sports
❖ archery
❖ auto racing

➤ nascar
➤ rally
❖ badminton
❖ baseball
❖ basketball
bicycling
➤ mountain biking
❖ billiards
❖ boat racing
❖ bobsled
❖ bodybuilding
❖ bowling
❖ boxing
❖ canoeing and kayaking
❖ cheerleading
❖ climbing
➤ mountain climbing
➤ rock climbing
❖ cricket
❖ curling
❖ diving
❖ dog sled
❖ fencing
❖ fishing
➤ fly fishing
➤ freshwater fishing
➤ saltwater fishing
➤ sport fishing
❖ football
❖ go kart
❖ golf
❖ gymnastics
➤ calisthenics
❖ handball
❖ hockey
➤ field hockey
❖ horse racing
❖ horses
❖ hunting and shooting
➤ skeet shooting
➤ target shooting
❖ martial arts
➤ judo
➤ karate
➤ sumo
❖ motorcycling
❖ olympics
➤ paralympic games
❖ paintball
❖ parachuting
❖ polo
❖ rodeo
❖ rowing
❖ rugby
❖ running and jogging

❖ sailing
❖ scuba diving
❖ skateboarding
❖ skating
➤ figure skating
➤ ice skating
➤ roller skating
❖ skiing
➤ downhill skiing
➤ nordic skiing
➤ waterskiing
❖ snowboarding
❖ soccer
❖ softball
❖ sports news
❖ surfing and bodyboarding
❖ swimming
❖ table tennis and ping-pong
❖ tennis
❖ trekking
❖ volleyball
➤ beach volleyball
❖ wakeboarding
❖ walking
❖ water polo
❖ weightlifting
❖ windsurfing
❖ wrestling

style and fashion	
❖ accessories	
➤ backpacks	
➤ gloves	
➤ hats	
➤ scarves	
➤ socks	
➤ sunglasses	
➤ ties	
➤ wallets	
➤ watches	
❖ beauty	
➤ cologne	
➤ cosmetics	
▪ eyeshadow	
▪ lipstick	
▪ nail polish	
➤ cosmetology and beauty professionals	
➤ face and body care	
▪ body care	
▪ hygiene and toiletries	
▪ nail care	
➤ hair care	
➤ perfume	
➤ tattoos	
❖ body art	
❖ clothing	
➤ blazers	
➤ coats	
➤ hoodies	
➤ jackets	
➤ leggings	
➤ lingerie	
➤ pajamas	
➤ pants	
▪ jeans	
➤ petticoats	
➤ shirts	
➤ shorts	
➤ skirts	
➤ sweaters	
➤ wedding dresses	
❖ fashion designers	
❖ footwear	
➤ boots	
➤ sandals	
➤ shoes	
➤ slippers	
➤ sneakers	
❖ jewelry	
➤ bracelets	
➤ earrings	
➤ necklaces	
➤ rings	

❖ luxury goods
❖ men 's fashion
❖ swimwear
➤ bikinis
❖ underwear

technology and computing	
❖ computer certification	
❖ computer crime	
❖ computer reviews	
❖ computer security	
➤ antivirus and malware	
➤ network security	
❖ consumer electronics	
➤ audio equipment	
▪ headphones	
▪ speakers	
▪ stereo systems and components	
➤ camera and photo equipment	
▪ binoculars	
▪ cameras and camcorders	
○ camcorders	
○ camera bags	
○ camera batteries	
○ camera lenses	
○ cameras	
▪ telescopes	
➤ ebook reader	
➤ game systems and consoles	
▪ nintendo	
▪ playstation	
▪ xbox	
➤ home video and dvd	
➤ portable entertainment	
➤ radios	
➤ telephones	
▪ mobile phones	
○ smart phones	
➤ tv and video equipment	
▪ dvr's and set-top boxes	
▪ home theater systems	
▪ projectors	
▪ televisions	
○ hdtvs	
○ lcd tvs	
○ plasma tvs	
▪ video players and recorders	
▪ blu-ray players and recorders	
▪ dvd players and recorders	

❖ data centers
❖ electronic components
❖ enterprise technology
➤ customer relationship management
➤ data management
➤ enterprise resource planning
❖ hardware
➤ computer
▪ desktop computer
▪ portable computer
○ laptop
○ palmtops and pdas
○ tablet
➤ servers
➤ computer components
▪ chips and processors
▪ disks
▪ graphics cards
▪ memory
▪ portable
○ memory
▪ motherboards
▪ sound cards
➤ computer networking
▪ router
▪ wireless technology
➤ computer peripherals
▪ computer monitors
▪ printers, copiers and fax
○ copiers
○ fax machines
○ printers
○ scanners
❖ internet technology
➤ chat
➤ ecommerce
➤ email
➤ internet cafes
➤ isps
➤ social network
➤ web clip art
➤ web design and html
➤ web search
▪ people search
❖ mp3 and midi
❖ networking
➤ network monitoring and management
➤ vpn and remote access
❖ operating systems
➤ linux
➤ mac os
➤ unix

➤ windows
❖ programming languages
➤ c and c++
➤ java
➤ javascript
➤ visual basic
❖ software
➤ databases
➤ desktop publishing
➤ desktop video
➤ graphics software
▪ animation
➤ net conferencing
➤ shareware and freeware
❖ tech news
❖ technical support
❖ technological innovation

▪ airfare
▪ airlines
▪ airplanes
▪ airports
▪ helicopters
➤ public transport
➤ road travel
▪ road accident
➤ sea travel
▪ cruises
➤ train travel
❖ travel agencies
❖ travel guides
❖ traveling with kids
❖ vacation rentals

travel
❖ budget travel
❖ business travel
❖ honeymoons and getaways
❖ hotels
❖ specialty travel
➤ adventure travel
➤ ecotourism
➤ sightseeing tours
➤ vineyards
❖ tourist destinations
➤ africa
➤ australia and new zealand
➤ canada
➤ caribbean
➤ eastern europe
➤ europe
➤ france
➤ greece
➤ italy
➤ japan
➤ mexico and central america
➤ national parks
➤ seaside resort
➤ ski resorts
➤ south america
➤ spas
➤ theme parks
➤ united kingdom
❖ tourist facilities
➤ bed and breakfast
➤ camping
➤ hotel
❖ transports
➤ air travel
▪ air and space accident